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ABSTRACT

This document provides teaching guidelines and student material for a unit intended for use in sixth grade consumer, home economics, or language arts programs. Time allotment is six hours of classroom time spread over a two to three week period. The objectives of this capsule are to help students understand the purpose of advertising, locate the information contained in ads, analyze ads for misleading information, and recognize the benefits of advertising to the consumer. Three sections contain activities which require the student to look at ads in order to learn what they are really saying, analyze ads for misleading statements, and learn about the good points of advertising. Eighteen learning activities include finding the cheaper of two advertised products, locating and drawing inferences from ads, writing singular nouns from plural noun forms, deciding whether or not an advertised product should be ordered, and constructing a display. Three supplementary activities include writing a paragraph about a law affecting commercial television advertising, ordering a product and comparing expectations with what was actually received, and doing research about the Comic Magazine Association of America. The teacher's guide provides advance preparation information, keys to activities and tests, a bibliography, and copies of all worksheets and assessments. (CK)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

---in plain, brown wrapper

ED190445

SP 012 755

Written by

Cynthia Estes

for

Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

PARCEL POST

CONTENTS: MERCHANDISE

RETURN REQUESTED

FROM We'll Get You Co.
Big Time, U.S.A.

TO Unwary Consumer
207 Dissatisfaction St.
Unhappy, Kansas

teacher's guide

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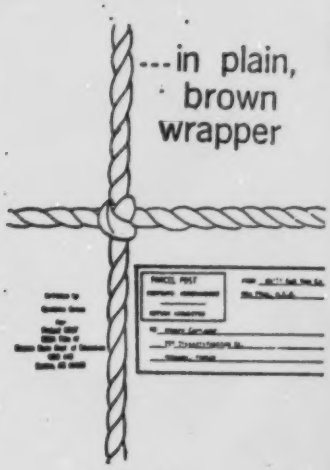


PACKAGE RESUME FORM

Publication Date - April, 1980

Author - Cynthia Estes

Title - In Plain Brown Wrapper

Level/Subject - 6th grade Language Arts

Abstract - In Plain Brown Wrapper is a learning capsule (package) designed to help students understand the purpose of advertising, locate the information contained in ads and recognize the benefits of advertising to the consumer. The package makes use of newspaper, magazine and comic book ads to help students read ads carefully. Although In Plain Brown Wrapper was written to be included in the language arts curriculum some math activities are also included. Activities require the student to find the cheaper of two advertised products, locate information and draw inferences from ads, write singular nouns from plural noun forms, decide whether or not an advertisied product should be ordered and construct a display.

Although some commercial curriculum materials are suggested, they are not required in order for the student to successfully complete the capsule. An optional activity allows students to actually order products from pre-selected ads. The students then compare expectations with what was actually received.

The estimated time of completion is six instructional hours. Because of the nature of the activities, it is suggested that the activities be completed over a two to three week period.

objectives

Upon completion of this capsule your students will be able to:

*analyze the purpose of advertisements.

*analyze advertisements for misleading statements.

*analyze advertisements to determine what is really being said.

*recognize positive aspects of advertising.

BEST COPY AVAILABLE

special instructions

This capsule may be used with a small group of students or an entire class. In either case, each student will need to have access to a copy of the student capsule.

The author suggests that copies of the student capsule and all worksheets and file folder activities be kept in a central location. This location is referred to in the student capsule as the Plain Brown Box. An easily transportable learning center can be made by covering a box which has a removable lid with brown wrapping paper. The boxes that hold reams of duplicating paper are a good size. A parcel post label can be used on the lid to make it resemble the capsule cover.

Page one of the student capsule gives the student some specific directions for organizing his/her work in the capsule. That page is reproduced here for your information.

1

This is a learning capsule. It contains many different activities to help you learn. There are two parts or sections to this capsule. You will not do all of the activities in each section. Sometimes you will be told which activities you are to do. Sometimes you will be able to choose the ones that you wish to do.

Before you begin you will complete a pre-test to see what you already know about the material in the capsule. After you finish the activities in the capsules, you will be asked to take a post-test.

As you work in the capsule, there are some things that you need to remember:

- Keep a notebook of your work from this capsule.
- Keep your work from each section together.
- Let your teacher look over your notebook after you complete each section.
- After you finish an activity record the date on your Record Sheet.
- Your teacher will tell you where to find the materials that you will need to complete the activities.
- Do not write in this capsule unless you are told to do so by your teacher.

Go to your teacher and get the pre-test
When you are done, turn it in. Take a rest.
After it's graded then you will kno
Where in this capsule you should go.

Many of the activities have been put in a file folder/worksheet format. Suggestions as to the content of these folders will be given in more detail in the Activities section of this guide.

Students are responsible for keeping records of their progress in the capsule. A copy of the Record Sheet is found in the Appendix of this guide.

pre/post-test instructions

Pre/Post-tests are included in this capsule so that you may assess your students' growth. The pre-test may identify students who already have the skills taught in the capsule. A student who scores 90-100% on the pre-test should immediately take the post-test. If a similar score is achieved, that student should not complete the capsule. You may wish to have him/her go directly to the Quest activities, since these will be more challenging.

A copy of Pre/Post-test keys may be found on pages 10-15 of this guide.

activities

Materials listed with each activity are those needed by the teacher to construct the activity.

ACTIVITY 1 - FILE FOLDER ACTIVITY A

Materials needed: grocery store ads, file folder, marker, clasp envelope

Cut out ads from two different grocery stores. Be sure to include some comparable items from each store. Glue the ads on the inside of the folder. The list below are suggested questions that may be asked about the ads in the folder:

What 2 stores are advertised?
Which store is selling peaches at a cheaper price?
What does "LIMIT 2" mean?
What do green beans cost at each store?
Are the cans of beans the same size?
Which is a better buy?
Which store sells catsup at a cheaper price?

Copies of the worksheet may be kept in a clasp envelope on the back of the folder. Make a key to this activity on a 3x5 index card.

ACTIVITY 1 - FILE FOLDER B

Materials needed: file folder, clasp envelope, glue

A copy of this ad and the accompanying worksheet may be found in the Appendix of this guide. The ad and worksheet may be removed from the guide. The ad may be glued on a file folder. Copies of the worksheet may be kept in a clasp envelope on the back of the folder.

ACTIVITY 2 - FILE FOLDER ACTIVITY C and FILE FOLDER ACTIVITY D

Materials needed: file folders, newspaper grocery store ads, glue, clasp envelopes

Each of these folders is made by cutting out parts of grocery store ads which contain plural nouns. The words are glued to the inside of the folder. Be sure to select words which have plurals formed in various ways. For example, cake mixes, radishes, noodles, etc. Number each plural. The worksheets may be kept in a clasp envelope on the back of each folder. A copy of each worksheet is included in the Appendix of this guide.

ACTIVITY 3

See the bibliography for information on ordering Read It Right.

ACTIVITY 4

Materials needed: file folders, glue, markers, newspapers

Students are to make their own file folder activities.

ACTIVITY 5

Materials needed: newspapers or magazines

The student is to find an ad that he/she feels is misleading, glue it to a sheet of paper and write a paragraph telling about the product.

ACTIVITY 6

Materials needed: teacher-selected ads from magazines/comic books

Students work in small groups. They choose one of the ads and order the product. Each student should write a paragraph telling what was ordered, cost, company and date ordered.

The author feels that this activity can provide your students with an excellent opportunity to learn the consequences of not reading ads carefully and of misleading advertising. If students are grouped and ads are chosen carefully, several products can be ordered for ten dollars or less. If ordering in groups is a problem, the entire class or group using the capsule could choose one product to order. This latter choice eliminates the opportunity for interaction among the groups.

Most of us have ordered products from comic books or magazines with which we were disappointed. This activity, activity 16 and the Quest activities let students share in the experience and gain some knowledge of how they as consumers can take redress action when a product does not live up to their expectations.

ACTIVITY 7 WORKSHEET #1 or WORKSHEET #2

Copies of these worksheets may be found in the Appendix. A key to the worksheets is found in Appendix. You may cut the keys apart and glue them to 3x5 index cards so that students may check their own work.

ACTIVITY 8 - ACTIVITY 12

Materials needed: comic book or teen magazine ads, file folders, clasp envelopes, glue

Choose five ads from magazines or comics. Select those which will appeal to your students. Glue each ad in a folder. Write questions about each ad which will require the student to read the ad carefully. Be sure to ask students to make decisions as to why they would or would not buy the product. You will find some copies of ads and accompanying worksheets in the appendix to this guide. These ads may be removed

from the guide and glued into folders. You will, however, need to find two additional ads to complete the series of folders.

ACTIVITY 14

See the bibliography for information on Read It Right.

ACTIVITY 15

Materials needed: poster paper, markers

Students who complete Activity 5 should also complete Activity 15. They are to make a poster pointing out the important information in the ad, as well as those things that might be misleading.

ACTIVITY 16

This activity is to be completed when the products ordered in Activity 6 arrive. Students will write a paragraph telling how they feel about the product and make a display showing the product, the ad and the statements that they feel are misleading.

SELF CHECK

The self check is designed to help students evaluate their own progress at this point. A copy of the self check and an answer key are found in the Appendix. You will need to cut out the answer key and glue it to a 3x5 index card, so that students may check their answers.

ACTIVITY 17

The student is to write a paragraph telling about the good points of advertising.

ACTIVITY 18

The student is to make an ad for advertising, telling about the good points of advertising.

using quest activities

Quest activities are designed to challenge students to go beyond the scope of the capsule. These activities are not required, but students should be encouraged to try them if they really enjoyed the capsule.

Students wishing to do Quest activities should complete the Quest Contract. A copy of this is found in the Appendix.

bibliography

Read It Right. Part of the Pal Practical Living Series.
Xerox Education Publications
1250 Fairwood Avenue
Columbus, Ohio 43216
Published 1978
95¢ each

Comic Book Come-Ons That Catch Kids

In Plain Brown Wrapper
Pre-test

Name Key Date _____

Read each question below. Circle the letter of the correct answer.

Read this ad carefully. Use the information in the ad to answer the next 4 questions.

BE A SLAM DUNKER!

Stuff shots! Be a real elevator man! AMAZING basketball booklet increases jumping ability 6 inches in 6 weeks! FREE sports action poster with winners secret! BONUS 7 Golden Rules that can help you make the team! $2.95. ALL STAR SPORTS, DEPT M. 55 WISHING WELL CIRCLE. PENFIELD, N.Y. 00000

1. What product is being sold?

   a. 7 Golden Rules
   b. sports action poster
   (c.) a booklet
   d. basketball

2. What is the name of the company?

   a. Slam Dunker
   (b.) All Star Sports
   c. Wishing Well Circle
   d. Stuff Shots

3. What will this product do for you?

   (a.) show you how to increase your jumping ability
   b. make you a real elevator man
   c. make you a basketball star
   d. increase your point average

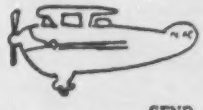
4. What will you receive if you send this company $2.95?

   a. basketball, poster, booklet
   (b.) poster, booklet, 7 Golden Rules
   c. winner secret and booklet
   d. poster and booklet

Read this ad carefully. Use the information in the ad to answer the next 4 questions.

Fly your own
MINI-HELICOPTER, SPORTS PLANES
Motorized and foot-launched
HANGGLIDERS

Complete kits, Easy to assemble or
Detailed Plans



catalog
$1.75

SEND TO: FLIGHT DIRECTORY
Dept M · Box 19829
Houston, Texas 00000

5. What do you get for $1.75?

   a. complete kit
   b. motorized hangglider
   c. plans for an airplane
   (d.) catalog

6. To whom do you send your money?

   (a.) Flight Directory
   b. Dept. M
   c. Houston, Texas
   d. Mini-Helicopter Sports Planes Co.

7. If you did not read the ad carefully, what might be misleading about this ad?

   a. The ad tells you that you are getting model airplanes.
   (b.) The ad makes you think that you are getting a kit.
   c. The ad tells you that you are getting a catalog.
   d. The picture shows you what you will get.

8. Which of the following is the complete address that you need to order this product?

   a. Dept. M
      Box 19829
      Houston, Texas 00000
   b. Flight Directory
      Dept. M
      Houston, Texas 00000
   c. Flight Directory
      Dept. M
      Box 19829
      Houston, Texas
   (d.) Flight Directory
      Dept. M
      Box 19829
      Houston, Texas 00000

---

9. What is the purpose of an ad?

   a. inform you about a product
   (b.) get you to buy the product
   c. make comic book prices lower
   d. let you know how good the product is

10. Which of the following is <u>not</u> a benefit (good point) of advertising?

   a. pays for tv and radio programs
   b. can make prices lower
   c. can save buyers time by telling them where to find the products
   (d.) some ads are aimed at children as consumers

In Plain Brown Wrapper
Post-test

Name key Date _____

Use this ad to answer the questions below. Write your answers on the lines.

Strong loops take latest belt styles.
Contrast stitching, tough bar tacking.
Double knees add wear to sizes 8,10,12.
Save 25%
Big boys' long-wearing flare-leg denim jeans.
4.47
Regularly 5.99
Super buy on favorite navy denim Westerns. In no-iron polyester/cotton with reinforced stress points for added wear. Scoop front, back patch pockets. Slim, regular 8-16.

1. What is the regular price for these jeans? $5.99
2. What is the sale price? $4.47
3. Do all sizes have double knees? no
4. If you wear size 12 husky, could you wear these jeans? no
5. What is the purpose of this ad? to get you to buy jeans

Put a ✓ by those things which are good points about advertising.

6. ____ Advertising makes people buy things that they really do not need.
7. ✓ Advertising pays for radio and tv programs.
8. ✓ Advertising makes prices lower.
9. ✓ Advertising tells buyers where to find products.
10. ✓ Advertising helps consumers compare products.
11. ____ Consumers must pay the cost of advertising.

Read the ad below carefully. Then circle the letter of the statement that answers the questions correctly.

LIVE SEA HORSES $3.98

Kit includes 4 adults & up to 30 ponies from pregnant male, marine salt, food, live plant, live snail and instructions.
Above kit with CUSTOM AQUARIUM, sea horse tree, seashells, coral, silica sand + 2 ghost shrimp $7.95.
LARGE DELUXE AQUARIUM with all custom kit accessories & 10 adult sea horses (2 pregnant males-up to 60 sea horses) $12.95.
Live delivery guarantee. Kits sent ppd. via air mail.
SEA HORSES INC. Dept MC30, Box 1477, Coral Gables, Fl. 00000

12. If you send $3.98 for sea horses, how many sea horses will you get?

(a.) 4
b. 34
c. 30
d. 5

13. Which of the following is not included in the $3.98 kit?

a. marine salt
(b.) aquarium
c. live plant
d. instructions

14. If you send $7.95, what will you receive?

a. ten sea horses, aquarium, sea horse tree
(b.) all of the $3.98 kit plus an aquarium and some other items
c. aquarium, sea horse tree, seashells, coral, sand, shrimp
d. 4 sea horses and an aquarium

15. What is the name of the company?

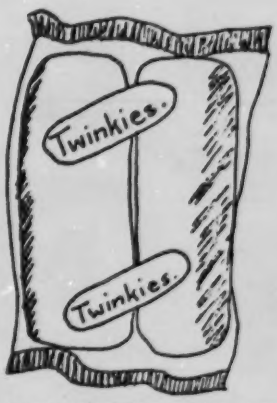
a. Live Sea Horses
(b.) Sea Horses, Inc.
c. Custom Aquarium
d. Dept. MC30

In Plain Brown Wrapper (Post-test Cont.)

16. What might be misleading about the sea horse ad if you did not read it carefully?

a. You might think that sea horses look like the picture.
b. The ad does not tell you how many sea horses you will get.
(c.) You might think that you will get more sea horses than you will receive.
d. The ad tells you that the sea horses cost $3.98.

Look at this ad. Read the question below. Choose the best answer. Circle the letter of that answer.



YOU GET A BIG DELIGHT
IN EVERY BITE
of
HOSTESS TWINKIES
CAKES

17. What is the purpose of this ad?

a. to inform you about the product
(b.) to get you to buy the product
c. to make comic book prices lower
d. to let you know how good the product is

appendix

This appendix contains copies of all worksheets and assessments. It also contains copies of ads that may be used to construct the file folder activities described in the teacher's guide. Remove the staples from the sides of the teacher's guide. Use these pages to duplicate the activities. Cut out the answer keys and glue to 3x5 index cards. Restaple the remaining pages of the teacher's guide.

In Plain Brown Wrapper
Pre-test

Name _____ Date _____

Read each question below. Circle the letter of the correct answer.

Read this ad carefully. Use the information in the ad to answer the next 4 questions.

BE A SLAM DUNKER!

Stuff shots! Be a real elevator man! AMAZING basketball booklet increases jumping ability 6 inches in 6 weeks! FREE sports action poster with winners secret! BONUS 7 Golden Rules that can help you make the team! $2.95. ALL STAR SPORTS, DEPT M. 55 WISHING WELL CIRCLE. PENFIELD, N.Y. 00000

1. What product is being sold?
   a. 7 Golden Rules
   b. sports action poster
   c. a booklet
   d. basketball

2. What is the name of the company?
   a. Slam Dunker
   b. All Star Sports
   c. Wishing Well Circle
   d. Stuff Shots

3. What will this product do for you?
   a. show you how to increase your jumping ability
   b. make you a real elevator man
   c. make you a basketball star
   d. increase your point average

4. What will you receive if you send this company $2.95?

   a. basketball, poster, booklet
   b. poster, booklet, 7 Golden Rules
   c. winner secret and booklet
   d. poster and booklet

Read this ad carefully. Use the information in the ad to answer the next 4 questions.

5. What do you get for $1.75?

   a. complete kit
   b. motorized hangglider
   c. plans for an airplane
   d. catalog

6. To whom do you send your money?

   a. Flight Directory
   b. Dept. M
   c. Houston, Texas
   d. Mini-Helicopter Sports Planes Co.

7. If you did not read the ad carefully, what might be misleading about this ad?

   a. The ad tells you that you are getting model airplanes.
   b. The ad makes you think that you are getting a kit.
   c. The ad tells you that you are getting a catalog.
   d. The picture shows you what you will get.

8. Which of the following is the complete address that you need to order this product?

   a. Dept. M
      Box 19829
      Houston, Texas 00000
   b. Flight Directory
      Dept. M
      Houston, Texas 00000
   c. Flight Directory
      Dept. M
      Box 19829
      Houston, Texas
   d. Flight Directory
      Dept. M
      Box 19829
      Houston, Texas 00000

---

9. What is the purpose of an ad?

   a. inform you about a product
   b. get you to buy the product
   c. make comic book prices lower
   d. let you know how good the product is

10. Which of the following is <u>not</u> a benefit (good point) of advertising?

   a. pays for tv and radio programs
   b. can make prices lower
   c. can save buyers time by telling them where to find the products
   d. some ads are aimed at children as consumers

Huff's
NOW
OPEN
In new location
412 Delaware
With complete new stock
LADIES'
MEN'S
CHILDREN'S
Spring Shoes
Visit Huff's for an all new
concept in family shoes.
All brand new stock
Leavenworth's
Fashion
Shoe Store
Huff's
412 Delaware

MATERIALS LIST

Oaktag

Scissors

Markers

Coin Stamps-heads and tails

Stamp Pad

Tokens--markers for gameboards

Spinner

Real Coins (optional)

Brass Brad

Ruler

Yellow File Folder

Avery Circular Labels

Wooden Cube or paper one

Play Money--Coins

FILE FOLDER ACTIVITY B

1. What is the name of this company? _____
2. What is the address of this store?

   _____

   _____
3. What does this store sell? _____
4. Do they sell shoes that would fit you? _____
5. These plural nouns are found in the ad. Write their singular form.

   ladies _____

   men _____

   children _____

   shoes _____
6. During what season of the year did this ad probably appear in the newspaper? _____

NAME _____ DATE _____

FILE FOLDER ACTIVITY C NAME _____

RULES FOR FORMING PLURALS

Usually:

RULE # 1: Most nouns form their plurals by adding s to the singular form, as: desk desks.

RULE # 2: Nouns that end is s, sh, ch and x form their plurals by adding es, as: match matches.

RULE # 3: Nouns ending in y following a consonant, change y to i and add es to form the plural, as: party parties.
Nouns ending in y following a vowel add s to form the plural, as: monkey monkeys.

RULE # 4: Some nouns ending in o add es to form the plural, as: hero heroes.

* *

Use the rules above and the ads inside the folder to complete this activity. All of these ads have plural nouns in them. Find the plurals. Write them in the first column below. In the second column write the number of the rule that tells you why the plural is spelled as it is. In the third column write the singular of the noun. The first one is done for you.

PLURAL NOUN	RULE #	SINGULAR NOUN
1. weiners	1	weiner
2.		
3.		
4.		
5.		
6.		

FILE FOLDER ACTIVITY D NAME _____

RULES FOR FORMING PLURALS

RULE #1: Most nouns form their plurals by adding s to the singular form, as: desk desks.

RULE #2: Nouns that end in s, sh, ch and x form their plurals by adding es, as: match matches.

RULE #3: Nouns ending in y following a consonant, change y to i and add es to form the plural, as: party parties.
Nouns ending in y following a vowel add s to form the plural, as: monkey monkeys.

RULE #4: Some nouns ending on o add es to form the plural, as: hero heroes.

* *

Use the rules above and the ads inside this folder to complete this activity. All of these ads have plural nouns in them. Find the plurals. Write them in the first column below. In the second column write the number of the rule that tells why the plural is spelled as it is. In the third column write the singular of the noun. The first one is done for you.

PLURAL NOUN	RULE #	SINGULAR NOUN
1. peas	1	pea
2.		
3.		
4.		
5.		
6.		

SELF CHECK for SECTION ONE

Name _____

Skips® super-durable vulcanized joggers for the family.

Sturdy uppers, stripe trim.
Upper bonded to sole for extra long wear.
Cushioned arch, insole for comfort and support.
Strong, wrap-around rubber bottom.

6.88 Children's, regularly 9.99

8.88 Boys', men's; regularly 12.99

A terrific sports and casual shoe. Nylon or cotton denim uppers are highlighted by rich, man-made suede trim. Cushioned vinyl collar and padded tongue for extra comfort. Rubber bottom wraps around toe and heel for added strength at stress points. Men's M6½-10½; boys' M11-6 (sizes to fit women and girls.); kids' M8-10½.

1. What product is being advertised?

   _____

2. What is the regular price of the children's shoe? _____

3. What is the sale price of the children's shoe? _____

4. How much would you save if you bought the children's shoe while it is on sale? _____

5. How much can your father save if he buys shoes for himself while they are on sale? _____

6. If you wear size M12 would you be able to buy shoes to fit yourself? _____

7. What is the purpose of this ad? _____

   _____

Enter the WONDERFUL WORLD OF *AMAZING* LIVE

SEA-MONKEYS®

THE *REAL LIVE* FUN-PETS *YOU* GROW YOURSELF

It's **AMAZING!** Just add Sea-Monkey eggs to prepared water, look in the bowl and see **LIVE BABY SEA-MONKEYS** (Artemia) swimming around! Now simply **GROW** and **ENJOY** the most **ADORABLE**, entertaining pets you've ever owned!

SO EAGER TO PLEASE—THEY CAN EVEN BE "TRAINED"

WORLD-FAMOUS Sea-Monkeys are **SO** full of surprises you can't stop watching them. They swim, play, scoot, race and do comical tricks and stunts. So easy to grow even an 8-year old child can do so without help. Raise a Sea-Monkey family consisting of Mom, Dad and their babies, in an ordinary milk glass. Because they eat so little and are so clean, they hardly need any care although they **LOVE** attention. If **YOU** have pets, you will **LOVE** owning **SEA-MONKEYS!** Best of all, we show you how to make them appear to obey your commands, follow a beam of light, do loop-the-loops and even seem to dance when you play a record or tape.

SPECIAL:
With EVERY Sea Monkey Kit we will include these valuable Supplies-Sea Monkey Growth Food - Feeding Spoon - Sea Aid Soup - magnifying lens - illustrated Owners Manual of Sea Monkey Care, Feeding Raising Training and even Breeding AND our famous GROWTH GUARANTEE - IN WRITING

Sea-Monkey Aquarium Dept 41-G9
200 Fifth Avenue
New York, N.Y. 10010

I can hardly wait to get my pet Sea-Monkeys! Please send my Kit/s to me with all supplies and **GUARANTEE**. I enclose $1.25 plus 50¢ for postage and handling for each kit. I must be 100% satisfied or you will refund my money.

Send _____ Kit(s) I enclose ( ) Cash ( ) Check ( ) Money Order Total amount enclosed $ _____
(No C.O.D. orders please)

Name _____

Address _____

City _____ State _____ Zip _____

( ) RUSH THIS ORDER (add 50¢ for RUSH service)

Foreign Orders (except Canada) - $3.00 each, U.S. Currency

MONEY-BACK GUARANTEE

Copyright © 1973 Transocean Corporation U.S. Patent No. 3,673,986

Caricatures shown not intended to depict *Artemia*

BEST COPY AVAILABLE

File Folder Activity E

MATERIALS LIST

Oaktag

Scissors

Markers

Coin Stamps-heads and tails

Stamp Pad

Tokens--markers for gameboards

Spinner

Real Coins (optional)

Brass Brad

Ruler

Yellow File Folder

Avery Circular Labels

Wooden Cube or paper one

Play Money--Coins

In Plain Brown Wrapper

FILE FOLDER ACTIVITY E

Name _____ Date _____

Answer these questions using the information from the ad inside this folder.

1. What will you get if you mail this coupon? _____

   _____

2. Do sea monkeys look like the picture in the ad? _____

3. How do you know? _____

   _____

4. Can sea monkeys be trained to do tricks? _____

5. What is the real name for sea monkeys? _____

6. This ad might be misleading to someone who did not read it as carefully as you. An ad that is misleading makes you think that something is true, when in fact, it is not. What things in this ad might be misleading? (Hint: There are several.) Name two. _____

   _____

7. How much money will you need to send if you order sea monkeys? _____

8. If you want your sea monkeys in a hurry, what must you do? _____

   _____

9. What things will you get with your sea monkey kit? _____

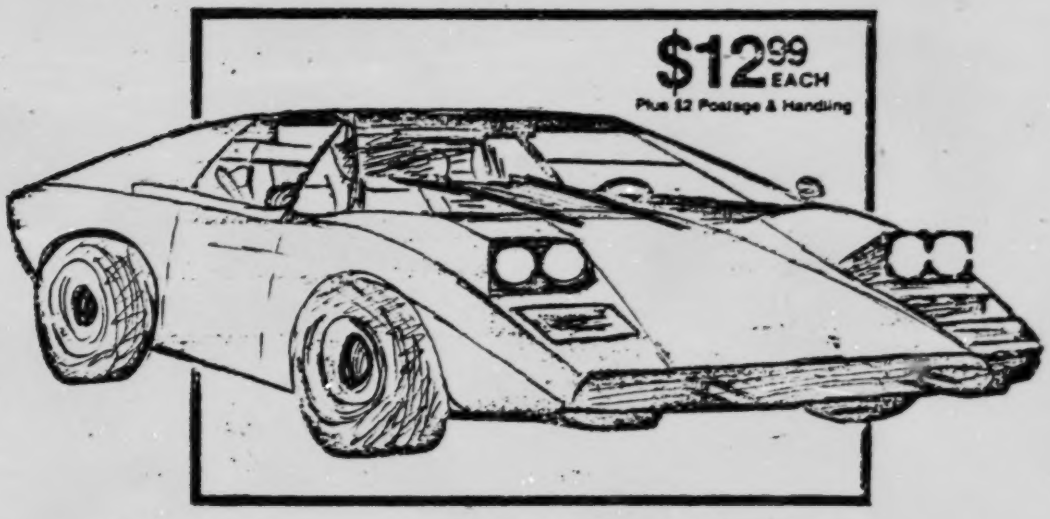
   _____

BEST COPY AVAILABLE

REMOTE CONTROLLED CAR WITH LIGHT

LAMBORGHINI 1/20 SCALE COUNTACH

THE ULTIMATE SUPER SPORTS CAR KIT



OPERATING HEADLIGHTS AND TAILLIGHTS WITH WINK—ING FEATURE ■ MOTOR DRIVEN POWER STEERING ■ CAR HAS TWO POWERFUL ELECTRIC MOTORS ■ FORWARD AND REVERSE SHIFT LEVER AND STEERING WHEEL ON CONTROL BOX ■ TURNS LEFT AND RIGHT ■ REQUIRES BATTERIES (NOT INCLUDED) ■ HEAVY CONSTRUCTION DETAILED MODEL KIT WITH GLUE INCLUDED ■

Digital Marketing / P. O. Drawer 159 / Dothan, Alabama 36302

Digital Marketing / P. O. Drawer 159 / Dothan, Alabama 36302

Please RUSH me ____ Lamborghini Model Car Kit(s). I enclose $12.99 Each plus $2.00 Each for postage and handling.

☐ Check or Money Order Enclosed (Ala. Res. Add 4% Sales Tax)

Charge Credit Card:
☐ American Express
☐ MasterCharge
☐ Carte Blanche
☐ Diner's Club
☐ VISA

Credit Card No. _____

MasterCharge Bank No. _____

Exp. Date _____

Name _____

Address _____

City _____

State/Zip _____

Signature _____

SPECIAL INSTRUCTIONS

1. Read the entire capsule.

2. If you do not have the original capsule, make any of the necessary activities, duplicate record sheets or activity worksheets so you will be prepared before a student begins the capsule. Visual aids must be made for activities two, three, eight, nine and ten. The directions for making these aids are included with the activities in the activity section. You may also want to set up a special working area in your classroom. This place could also contain other materials needed such as scissors, pencils, red markers, glue, etc.

3. Give the pre-test.

4. Read the introduction to the student(s) or let the student read it along with you. (The introduction and the teaching tool are included in a seperate booklet that accompanies the capsule.)

5. The teaching tool of the capsule is called Coinmates. Read this to or with the student. If necessary, provide any additional instruction. This tool shows counting money in two ways. However, you know the best way your student learns, and you may need to show examples as you go along, or at the end to meet his/her needs. (A piece of cellophane may be placed over the last page of the teaching tool to allow the student to write on the page and the teacher to reuse the page.)

6. The student(s) must complete at least seven of the ten activities. You may ask the student to choose the activities. Remember to have the student record activities on his/her record sheet. You will record the scores on the teachers record sheet. Activities may be repeated if necessary before giving the post-test.

7. Give the post-test.

8. The Quest activity is optional.

In Plain Brown Wrapper

FILE FOLDER ACTIVITY F

Name _____ Date _____

Answer these questions using the information from the ad inside this folder.

1. What will you get if you order this product? _____

2. How much money should you send when you order the product? _____

3. This ad might be misleading to someone who did not read as carefully as you. An ad that is misleading makes you think that something is true, when in fact, it is not. What things in this ad might be misleading. There are two. Name them. _____

   _____

4. What free gift will digital marketing send you if you order this product? _____

5. Find the word <u>ultimate</u> in the ad. Look up the word <u>ultimate</u> in a dictionary. Write the definition of ultimate as it is used in this ad.
   ultimate _____

   _____

6. What will you need with your car that is not included? _____

BEST COPY AVAILABLE

CLOSEOUT

OF ENTIRE STOCK ON HAND OF BRAND NEW NONPRISMATIC

POWER BINOCULARS

FAMOUS **Black Eagle**

FREE SPECIAL SURPRISE GIFT to you just for ordering now! Value to $5. Your gift to keep even if you return your order.

ONLY **2.97**

An amazing ONE TIME OFFER—world famous Black Eagle Binoculars at 50% of our current price! We are selling out our entire present stock to make room for new models NOW. Take advantage of this tremendous savings—buy several at this LOW price! This offer good only until present stock is sold. These are all brand new binoculars, precision-made in Europe. BIG 35mm objective lenses with rugged construction, smooth focusing, precision nonprismatic optical system. This is the perfect binocular for all spectator sports, hunting, boating, etc. You'll be amazed at the sharpness and clarity of the LONG RANGE views you'll get with the Black Eagle! Order today while supplies last! You must be completely satisfied or simply return within 30 days for your money back.

No. 2040—Black Eagle Binoculars $2.97

SPECIAL: Calf Grained Vinyl Carrying Case available for BLACK EAGLE Binocular only $1.00 each.

FOSTER TRENT INC. Dept. 303-H
2345 Boston Post Road, Larchmont, N. Y. 10538

PUSH new improved Black Eagle Binoculars with GIANT 35 MILLIMETER lenses at ... on 30 DAY TRIAL ... with complete satisfaction guaranteed or my money back. Include Carry Straps and Cover-Seals for lenses at no extra cost. Also send me a valuable SURPRISE GIFT—mine to keep absolutely free ... even if I return binoculars for refund.

CHECK QUANTITY WANTED BELOW

ONE BINOCULAR. I enclose $2.97 - 75¢ postage & handling
TWO BINOCULARS. I enclose $5.49 $1 postage & handling
SPECIAL BINOCULAR CASE (CALF GRAINED VINYL) ONLY $1. each
SORRY NO COD's. Please send check, m.o., or cash for prompt delivery

Print Name _____
Address _____
Town _____ State _____ Zip _____

SPECIAL INSTRUCTIONS

1. Read the entire capsule.

2. If you do not have the original capsule, make any of the necessary activities, duplicate record sheets or activity worksheets so you will be prepared before a student begins the capsule. Visual aids must be made for activities two, three, eight, nine and ten. The directions for making these aids are included with the activities in the activity section. You may also want to set up a special working area in your classroom. This place could also contain other materials needed such as scissors, pencils, red markers, glue, etc.

3. Give the pre-test.

4. Read the introduction to the student(s) or let the student read it along with you. (The introduction and the teaching tool are included in a seperate booklet that accompanies the capsule.)

5. The teaching tool of the capsule is called Coinmates. Read this to or with the student. If necessary, provide any additional instruction. This tool shows counting money in two ways. However, you know the best way your student learns, and you may need to show examples as you go along, or at the end to meet his/her needs. (A piece of cellophane may be placed over the last page of the teaching tool to allow the student to write on the page and the teacher to reuse the page.)

6. The student(s) must complete at least seven of the ten activities. You may ask the student to choose the activities. Remember to have the student record activities on his/her record sheet. You will record the scores on the teachers record sheet. Activities may be repeated if necessary before giving the post-test.

7. Give the post-test.

8. The Quest activity is optional.

In Plain Brown Wrapper

FILE FOLDER ACTIVITY H

Name _____ Date _____

Answer these questions using information from the ad inside this folder.

1. Imagine that you are ordering these binoculars. Address the envelope below as you would if you were really ordering this product. Do not forget to put your own name and address on the envelope.

2. How much money must you send if you want to receive two pair of binoculars?

_____

3. Does the ad say that you will receive a $5 free gift? _____

4. What words in this ad might be misleading? _____

_____

5. Would you send money to this company for these binoculars? _____

In Plain Brown Wrapper
SELF CHECK SECTION TWO

Name _____ Date _____

Here is an ad that really appeared in a comic book. The address has been changed, but none of the words in the ad have been. Read this ad carefully, then answer the questions below.

> Build and fly Radio Control model airplanes. Command R/C sailboats, helicopters, speedboats and race cars. Illustrated catalogs available. For details on how to get one or more plus helpful R/C information send $1.00 to:
>
> FREEFLIGHT, PO Box 1152
> Wheat Field, Colorado 00000

1. What is the name of the company? _____

2. What will you get if you send this company $1.00? _____

_____

3. What might be misleading about the ad if you had not read it carefully?

_____

_____

In Plain Brown Wrapper
Post-test

Name _____ Date _____

Use this ad to answer the questions below. Write your answers on the lines.

Save 25%

Big boys' long-wearing flare-leg denim jeans.

4.47

Regularly 5.99

Super buy on favorite navy denim Westerns. In no-iron polyester/cotton with reinforced stress points for added wear. Scoop front, back patch pockets. Slim, regular 8-16.

1. What is the regular price for these jeans? _____
2. What is the sale price? _____
3. Do all sizes have double knees? _____
4. If you wear size 12 husky, could you wear these jeans? _____
5. What is the purpose of this ad? _____

Put a √ by those things which are good points about advertising.

6. _____ Advertising makes people buy things that they really do not need.
7. _____ Advertising pays for radio and tv programs.
8. _____ Advertising makes prices lower.
9. _____ Advertising tells buyers where to find products.
10. _____ Advertising helps consumers compare products.
11. _____ Consumers must pay the cost of advertising.

In Plain Brown Wrapper (Post-test Cont.)

Read the ad below carefully. Then circle the letter of the statement that answers the questions correctly.

LIVE SEA HORSES $3.98

Kit includes 4 adults & up to 30 ponies from pregnant male, marine salt, food, live plant, live snail and instructions. Above kit with CUSTOM AQUARIUM, sea horse tree, seashells, coral, silica sand + 2 ghost shrimp $7.95.
LARGE DELUXE AQUARIUM with all custom kit accessories & 10 adult sea horses (2 pregnant males-up to 60 sea horses) $12.95.
Live delivery guarantee. Kits sent ppd. via air mail.
SEA HORSES INC. Dept MC30, Box 1477, Coral Gables, Fl. 00000

12. If you send $3.98 for sea horses, how many sea horses will you get?

    a. 4
    b. 34
    c. 30
    d. 5

13. Which of the following is <u>not</u> included in the $3.98 kit?

    a. marine salt
    b. aquarium
    c. live plant
    d. instructions

14. If you send $7.95, what will you receive?

    a. ten sea horses, aquarium, sea horse tree
    b. all of the $3.98 kit plus an aquarium and some other items
    c. aquarium, sea horse tree, seashells, coral, sand, shrimp
    d. 4 sea horses and an aquarium

15. What is the name of the company?

    a. Live Sea Horses
    b. Sea Horses, Inc.
    c. Custom Aquarium
    d. Dept. MC30

In Plain Brown Wrapper (Post-test Cont.)

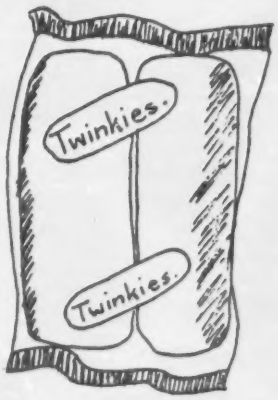
16. What might be misleading about the sea horse ad if you did not read it carefully?

    a. You might think that sea horses look like the picture.
    b. The ad does not tell you how many sea horses you will get.
    c. You might think that you will get more sea horses than you will receive.
    d. The ad tells you that the sea horses cost $3.98.

Look at this ad. Read the question below. Choose the best answer. Circle the letter of that answer.

17. What is the purpose of this ad?

    a. to inform you about the product
    b. to get you to buy the product
    c. to make comic book prices lower
    d. to let you know how good the product is



YOU GET A BIG DELIGHT
IN EVERY BITE
of
HOSTESS TWINKIES
CAKES

WORKSHEET # 1

1. Liftee Height Pads
2. no
3. The picture makes you think that you will be much taller.
4. They fit inside your shoe and raise your heels up.
5. (1) name
   (2) address
   (3) How many pads you want
6. foam rubber and cork
7. answers will vary

FILE FOLDER ACTIVITY B

1. Huff's
2. 412 Delaware
   Leavenworth
3. shoes
4. probably yes
5. lady
   man
   child
   shoe
6. Spring

WORKSHEET # 2

1. You will never miss an issue.
2. 40¢
3. $6.75
4. 12
5. $4.80
6. 8 to 10 weeks
7. Answers will vary.
8. It is more expensive to buy comics with the subscription, but you will not miss an issue if you have a subscription.

FILE FOLDER ACTIVITY E

1. sea monkey eggs
2. no
3. not really. The ad says they "appear to obey your command".
4. artemia
5. $1.75
6. send an extra 50¢
7. sea monkey growth food
   feeding spoon
   sea plasma
   owner's manual
   guarantee
8. Answers will vary.

FILE FOLDER ACTIVITY F

1. a sports car kit
2. $14.99
3. a Superman iron-on (not a T shirt)
4. batteries
5. the best, highest, utmost (Your dictionary may not use these exact words, but the meaning should be the same.)

FILE FOLDER ACTIVITY H

---

your name
address

Foster Trent, Inc.
Dept. 303-H
2345 Boston Post Rd.
Larchmont, N.Y. 10538

2. $6.49
3. No. It says that the value will be up to $5.00. This means that it could be worth less.
4. Answers will vary.

SELF CHECK SECTION ONE

---

1. Skips jogging shoes
2. $9.99
3. $6.88
4. $3.11
5. $4.11
6. yes
7. to get you to buy Skips jogging shoes

SELF CHECK SECTION TWO

---

1. Freeflight
2. details on ordering catalogs and some radio control information
   You will not get a catalog
3. The wording of the ad makes you think that you are getting a catalog.

Record Sheet for _____

Pre-test	Post-test

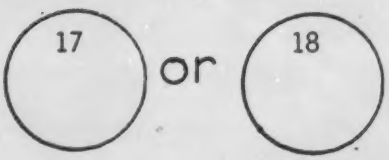
or

and

or

and

choose three



quest

1	2	3

QUEST CONTRACT

I will complete Quest Activity _____ by _____. When I have finished with this Quest, I will give my work to my teacher.

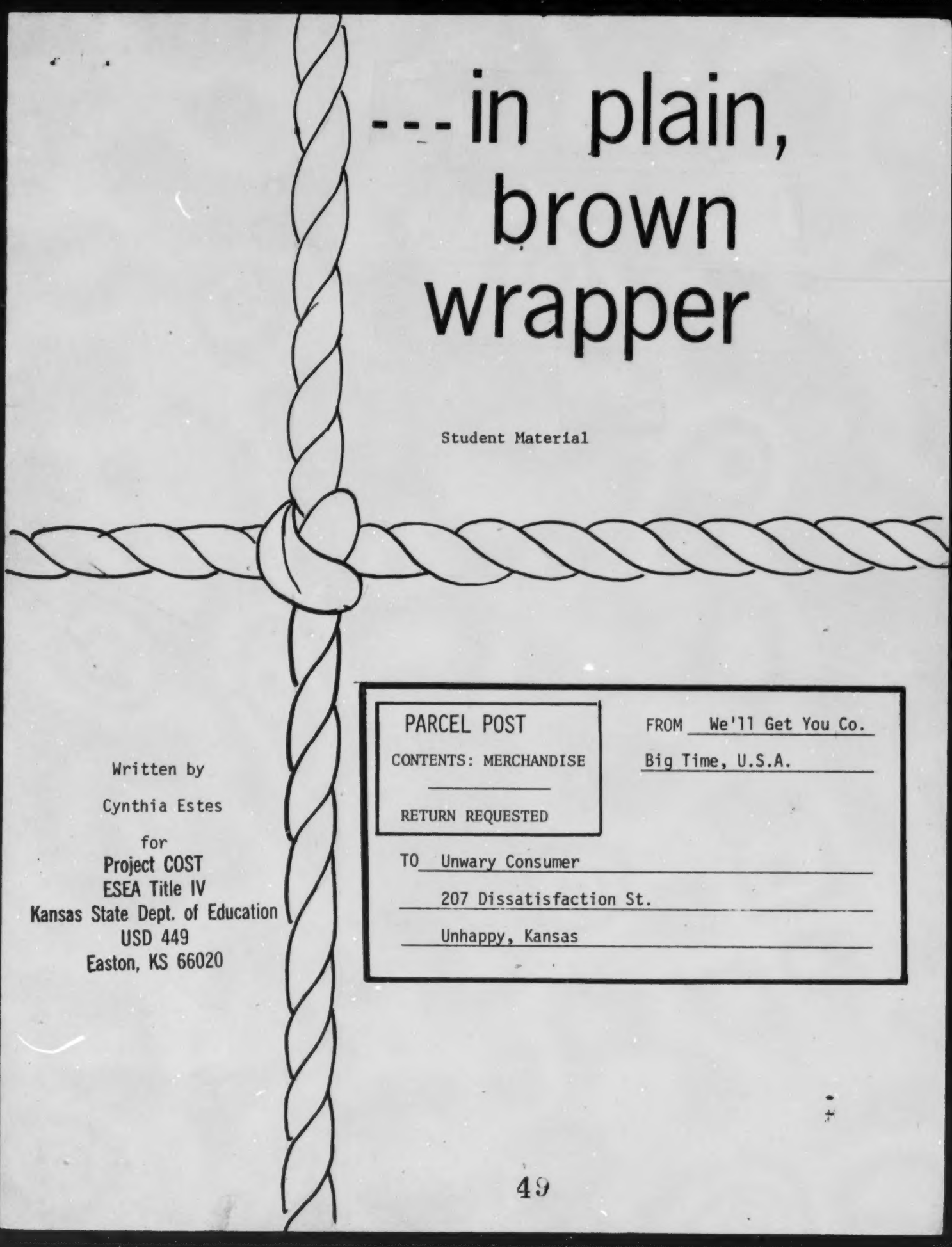
_____ _____ _____

date student witness

47

---in plain, brown wrapper

Student Material



PARCEL POST

CONTENTS: MERCHANDISE

RETURN REQUESTED

FROM We'll Get You Co.
Big Time, U.S.A.

TO Unwary Consumer
207 Dissatisfaction St.
Unhappy, Kansas

Written by

Cynthia Estes

for

Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

This is a learning capsule. It contains many different activities to help you learn. There are two parts or sections to this capsule. You will not do all of the activities in each section. Sometimes you will be told which activities you are to do. Sometimes you will be able to choose the ones that you wish to do.

Before you begin you will complete a pre-test to see what you already know about the material in the capsule. After you finish the activities in the capsules, you will be asked to take a post-test.

As you work in the capsule, there are some things that you need to remember:

- Keep a notebook of your work from this capsule.
- Keep your work from each section together.
- Let your teacher look over your notebook after you complete each section.
- After you finish an activity record the date on your Record Sheet.
- Your teacher will tell you where to find the materials that you will need to complete the activities.
- Do not write in this capsule unless you are told to do so by your teacher.

Go to your teacher and get the pre-test
When you are done, turn it in. Take a rest.
After it's graded then you will know
Where in this capsule you should go.

SUCCESS and popularity. Develop your creative powers. Guaranteed to give you success and power in all you do. Just send $2.00. Package will arrive in plain brown wrapper. We'll Get You Co., Big Time, U. S. A.

Section One

SUCCESS and popularity. Develop your creative powers. Guaranteed to give you success and power in all you do. Just send $2.00. Package will arrive in plain brown wrapper. We'll Get You Co., Big Time, U.S.A.

Have you ever ordered a product from an advertisement in a newspaper or magazine? Did the product live up to your expectations? Were you pleased with what you ordered?

In this capsule you will be looking at advertisements in order to learn how to understand what advertisements are really saying. In this way, perhaps you will be more aware of what you are getting for your money when you respond to an ad.

OBJECTIVES

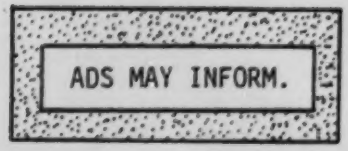
When you have finished this capsule you will be able to:

- analyze the purpose of advertisements.
- analyze advertisements for misleading statements.
- analyze advertisements to determine what they are really saying.
- recognize positive things about advertising.

There are lots of places where we can find advertisements. Some of these places you can probably think of right away-tv and radio commercials and magazines. But there are other places where you can find ads: newspapers, billboards along highways, benches that have ads painted on them along city streets, bird houses that advertise places for tourists, and bumper stickers. You can probably think of even more.

Depending upon what he is trying to sell, an advertiser may have one of two purposes. He may try to (1) persuade you that you really need what he is selling or (2) make you more informed about his product, company or idea.

A television commercial may try to convince you that Toastee Tastee Cereal is better tasting than other brands. In this ad Toastee Tastee is trying to persuade you to buy its cereal.



Some ads give you information about a product or service. For example, a department store may use newspaper ads to inform customers about items that will be on sale.

BUT ....

... these ads all have one thing in common - <u>they all want to sell you something</u>.

They may be selling . . .

a <u>product</u>

a <u>company</u>

or an <u>idea.</u>

LET'S GET STARTED

Ads are a way that stores let people know what they have to sell and at what price. Knowing how to read ads can help you save money.

Let's look at some ads to learn how to read them more carefully. Complete all of the activities that have beside them. Then complete one other activity. All of the materials that you will need to complete the activities in the capsule may be found in the box with the plain brown wrapper. We'll call it the Plain Brown Box.

Go to the Plain Brown Box. Find the file folder activities. These folders contain sample ads. In the pocket on the back of the folder are some worksheets. Use the ads inside the folder to complete the activities on the worksheets. Complete File Folder Activity A OR File Folder Activity B. After you have completed the worksheet, use the key from the ANSWER BOX to check your work. Then show your paper to your teacher, put today's date under Activity 1 on your Record Sheet and put your paper in your advertising notebook.

Go to the Plain Brown Box. Complete File Folder Activity C OR File Folder Activity D. When you have finished, check your answers. After you show your paper to your teacher, put today's date under Activity 2 on your Record Sheet. Then put your paper in your advertising notebook.

CHOOSE ONE:

3. Find a copy of Read It Right in the Plain Brown Box. Complete pages 36-37. DO NOT WRITE IN THE BOOKLET. Answer the questions on your own paper. Get an answer key from the Answer Box and check your work. Show your paper to your teacher and put today's date under Activity 3 on your Record Sheet. Then put your paper in your advertising notebook.

OR

4. Cut out a small ad from a newspaper or magazine. Make up questions that can be answered by reading the ad carefully. Make a file folder activity or worksheet like the ones you have been doing. Make a key for the Answer Box. Show your activity to your teacher when you finish. Let a classmate do your activity while you do his/hers. Put the date under Activity 4 on your Record Sheet when you finish.

SELF CHECK TIME

Self checks are a way for you to see how well you understand what has been taught. After you complete the self check, get the key from the Answer Box. If you miss any of the questions, go back and reread Section One of this capsule. If you need more help, see your teacher.

Go to the Plain Brown Box and get Self Check One.

**WARNING: ORDERING BY MAIL
MAY BE HAZARDOUS TO YOUR POCKETBOOK.**

Section Two

WARNING: ORDERING BY MAIL MAY BE HAZARDOUS TO YOUR POCKETBOOK.

Perhaps you have seen an ad in a newspaper or magazine for a product that really seemed fantastic. Did you order it? Were you pleased with it when it arrived? Or did it turn out to be less than you expected?

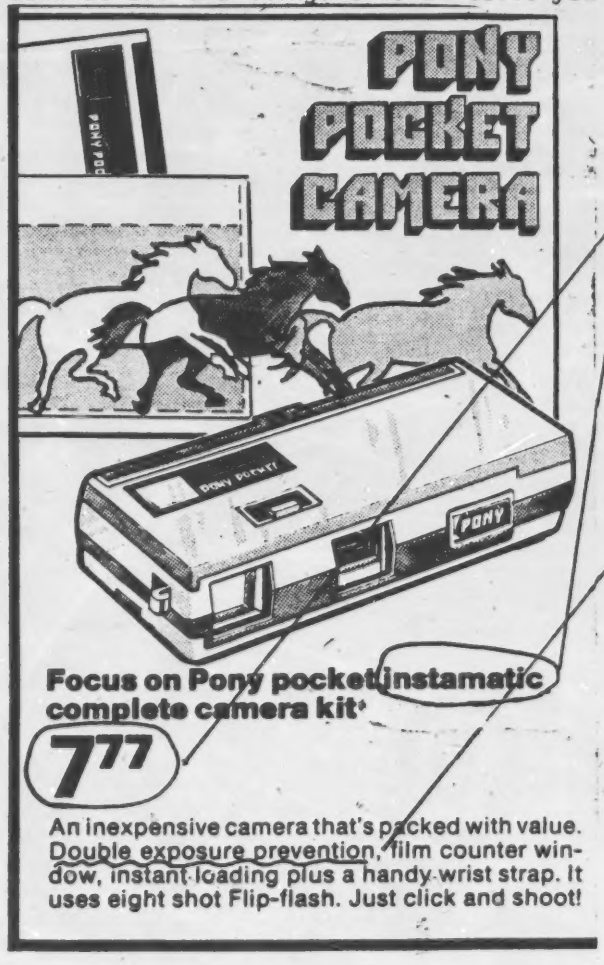
Most businesses are not out to cheat you, but you should be aware that you may be disappointed with a product if you do not read advertisements carefully. It is illegal (against the law) for businesses to tell you things about their products that are untrue.

BUT... sometimes dishonest businessmen make it appear that you are getting something that you are not. Reading an ad carefully can keep you from being disappointed when something you have ordered arrives.

Let's look at some ads so that you can become more informed about what ads are saying to consumers.

Here is the first ad. What product is the advertiser trying to sell? Is it a pony? Of course not! The product is a camera. The brand name is Pony. Some other brand names for cameras are Kodak, Polaroid and Yashica.

Ads can tell you a lot about a product in a very short space. Look at all the things this ad tells you about the Pony camera.


PONY POCKET CAMERA
PONY
Focus on Pony pocket instamatic complete camera kit*
7.77
An inexpensive camera that's packed with value. Double exposure prevention, film counter window, instant loading plus a handy wrist strap. It uses eight shot Flip-flash. Just click and shoot!

. This camera is an instamatic. That means that you put film cartridges in to load it.

. The price is $7.77. If good old Aunt Harriet sends you $10 for your birthday, you can buy this camera and have some money left over for film.

. The camera has double exposure prevention. When you have taken one photo, you have made an exposure. A double exposure is two pictures, one on top of the other. It happens with some cameras if you forget to wind the film. This camera keeps that from happening to you.

PONY
POCKET
CAMERA
Focus on Pony pocket instamatic complete camera kit
7.77
An inexpensive camera that's packed with value. Double exposure prevention, film counter window, instant loading plus a handy wrist strap. It uses eight shot Flip-flash. Just click and shoot!

. The Pony camera has a film counter window. This tells you how many exposures you have made on a roll of film.

. It is instant loading. It is fast and easy to load film into this camera (because it uses cartridges).

. A handy wrist strap is included. You can use this around your wrist to make carrying easier.

. The camera uses 8 shot Flip flash. You will need to buy 8 shot Flip flash if you want to make pictures indoors.

WOW!!! That was a lot of information from one ad, wasn't it? Can you see now how ads can help you shop for the things you want if you read them carefully? This ad is from a dependable company. You could trust the company to give you truthful information about the camera. The ad does not tell you that this is the best camera to buy, or that it will do all the things that an expensive camera would. This is just an inexpensive camera that would probably be a good one for learning to make pictures. The ad tells you what things you may expect this camera to do.

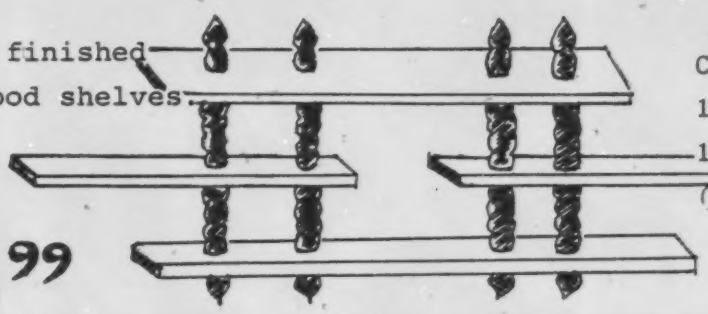
Let's look at another ad.

NOW! DECORATOR BEAUTY AND FOUR SHELVES THAT ADD UP TO

5 Full Feet of Wall Space!

Imagine, five full feet of wall space in one beautifully compact unit. The perfect place for plants or special possessions. Great for dens & playrooms ... kids love them for toys! Superb Mediterranean design fits any decor. Wall systems are the rage, order now!

*Hand finished hardwood shelves.



Comes with two 18" shelves, two 10½" shelves. (measures overall 25½" x 9").

$3.99

What product is the advertiser trying to sell? Shelves, of course. Look carefully at the ad to see what you can learn.

. This unit gives you 5 feet of wall space. If you are not a careful consumer, this ad might mislead you. You might think that wall space is the amount of space that you need on the wall for these shelves. You might think to yourself, "I need a space five feet long for these shelves." That is pretty long. But when you read all of the print in this ad, you will find that the overall length of the shelves is 25½ inches. That is only a little more than two feet long. The width is nine inches. What does the advertiser mean by 5 feet

but

of wall space? See if you can find the answer. Remember that five feet is sixty inches.

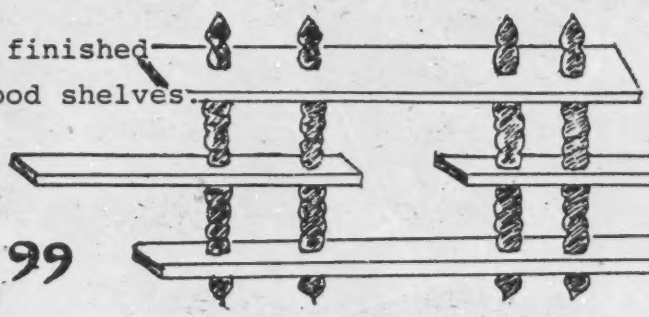
. The price is $3.99 for the shelves. That would be a fantastic price if the shelves were really five feet long. Is it a good price for shelves that are two feet long? You will have to decide that for yourself after you have read all of the information in the ad.

NOW! DECORATOR BEAUTY AND FOUR SHELVES THAT ADD UP TO

5 Full Feet of Wall Space!

Imagine, five full feet of wall space in one beautifully compact unit. The perfect place for plants or special possessions. Great for dens & playrooms ... kids love them for toys! Superb Mediterranean design fits any decor. Wall systems are the rage, order now!

*Hand finished hardwood shelves.



Comes with two 18" shelves, two 10½" shelves. (measures overall 25½" x 9").

$3.99

. This shelf unit is the perfect place for plants or special possessions. They will have to be small plants if they are going to fit on these shelves, but the ad does not tell you this.

. Kids love these for toys. Again the ad uses words which make you think that the shelves are larger than they really are. The shelves will be fine if you collect matchbox cars or small dolls, but the ad would lead you to think that any toy could be put there.

. Superb Mediterranean design fits any decor. This means that the furniture style is Mediterranean.

. The shelves are hand finished hardwood. This is a good selling point. You are not getting plastic shelving when you buy this. Hand finished shelves might be better looking than machine finished ones.

NOW! DECORATOR BEAUTY AND FOUR SHELVES THAT ADD UP TO

5 Full Feet of Wall Space!

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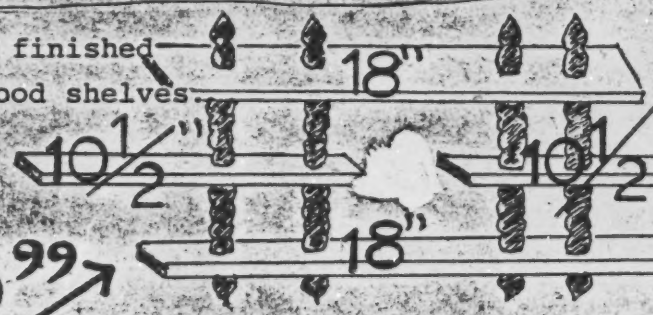


Comes with two 18" shelves, two 10½" shelves. (measures overall 25½" x 9").

$3.99

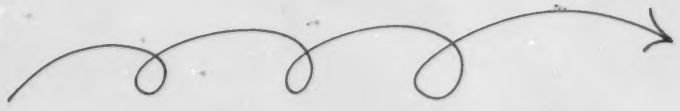
. The unit comes with two 18 inch shelves and two 10½ inch shelves. Ah, Ha !!!!This is where the advertiser got five feet of wall space. If you add 18 inches + 18 inches + 10½ inches + 10½ inches (There are two of each shelf) you will get 57 inches. That is ALMOST five feet. Now we know. In this ad five feet of wall space means the total length of the shelves.

How do you feel about these shelves after reading this ad? The advertiser did some things in the ad which might mislead you and other consumers who do not read carefully. You will remember that we said that it is illegal to make false statements about a product. You may be feeling that this ad used false statements, but it really did not. It did use some statements that might have led you to believe some things about the product that were untrue. This is called misleading. Misleading means to lead in the wrong direction. Let's look at the statements that might be misleading in this ad:

- full five feet of wall space.
- perfect place for plants.
- kids love them for toys.

All of these things might lead you to think that the shelves are bigger than they really are. That is why they are misleading. Three dollars and ninety-nine cents might not be a bad price to pay for these shelves if you want a small shelf unit, but you might really feel disappointed if you are expecting to get a shelf unit that is five feet long. That is why it is important for you to read ads carefully before you order a product by mail.

On the next few pages you will be examining some ads so that you can practice reading them more carefully. Sometimes you will be looking for things in the ads that might be misleading.



TIME FOR MORE ACTIVITIES

In these activities you will be learning to read advertisements more carefully. As you finish an activity use the key from the Answer Box to check your work. Then show your work to your teacher, put the date under the activity on your Record Sheet and put your paper in your advertising notebook.

Choose either Activity 5 or Activity 6.

5. Find a magazine or newspaper ad that you think might be misleading. Cut out the ad and glue it to a sheet of paper. Write a paragraph telling what the product is, the company selling the product and the price. Show your ad and the paragraph to your teacher. Put the date under Activity 6 on your Record Sheet. Put your paper in your advertisement notebook.

OR

6. Your teacher has chosen some ads from magazines and newspapers. Look at the ads carefully. Working with two or three students choose an ad for a product that sounds really great. Talk with your teacher about ordering the product advertised. If you are able to do this activity, be sure to keep the ad. You will want to compare what you get with what you thought you were getting. Write a paragraph telling the product that you ordered, the cost, the name and address of the company and the date you sent the order. Put this paper in your advertisement notebook. Mark your Record Sheet.

THEN

Complete Worksheet #1 or Worksheet #2. These worksheets may be found in the Plain Brown Box. When you have finished, check your paper with the key from the Answer Box. Then put today's date under Activity 7 on your Record Sheet. Put the worksheet in your advertisement notebook.

Choose 3 of the following activities.

8. Complete File Folder Activity E. Follow the instructions inside the folder.

OR

9. Complete File Folder Activity F. Follow the directions inside the folder.

OR

10. Complete File Folder Activity G. Follow the directions inside the folder.

OR

11. Complete File Folder Activity H. Follow the instructions inside the folder.

OR

12. Complete File Folder Activity I. Follow the instructions inside the folder.

OR

13. Go to the Plain Brown Box . Find the booklet, Read It Right. Complete the activities on page 38. DO NOT WRITE IN THE BOOKLET. Answer the questions on your own paper. Get the key from the Answer Box and check your paper. Then put the date under this activity on your Record Sheet. Show your work to your teacher. Then put your paper in your advertising notebook.

OR

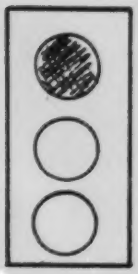
14. For this activity you will need the booklet, Read It Right. Complete the activities on page 39. DO NOT WRITE IN THE BOOKLET. Answer the questions on your own paper, then check your answers. After you have shown your paper to your teacher, put the date under Activity 14 on your Record Sheet and put your paper in your notebook.

IF YOU COMPLETED ACTIVITY 5 (FINDING AN AD) THEN YOU MUST COMPLETE ACTIVITY 15.

BUT

IF YOU COMPLETED ACTIVITY 6 (ORDERING A PRODUCT) YOU MUST COMPLETE ACTIVITY 16.

15. Use the ad that you found in Activity 5 to help others know how to read ads more carefully. Make a poster pointing out the important information on the ad: name of company, address of company, cost, product. Point out the things in the ad that you think might be misleading.



STOP!

ACTIVITY 6 TOLD YOU TO ORDER A PRODUCT FROM SOME ADS THAT YOUR TEACHER HAS. WHEN YOUR PRODUCT ARRIVES, YOU WILL BE READY TO COMPLETE THIS ACTIVITY. IF YOUR PRODUCT HAS NOT YET BEEN RECEIVED, GO ON TO THE LAST SECTION. AFTER YOUR PRODUCT ARRIVES, COME BACK TO THIS ACTIVITY.

16. Working with the same people that you worked with in Activity 6, make a display to show what you received. You will need to show the ad so that the others may see what the ad said. Did your product turn out to be what you expected? Write a paragraph telling how you feel about the product you received. Proofread your paragraph and correct any mistakes that you find. Put your paragraph and those of the other members of your group in the display. Are there parts of the ad that seem misleading? Point those out in some way in your display. Ask your teacher to let you put your display out for classmates to see.

SELF CHECK TIME

Get Self Check Two from the Plain Brown Box. Check your paper with the key from the Answer Box when you are done. Don't forget to mark your Record Sheet. Put the Self Check in your advertising notebook when you are done.

SPECIAL INSTRUCTIONS

1. Read the entire capsule.

2. If you do not have the original capsule, make any of the necessary activities, duplicate record sheets or activity worksheets so you will be prepared before a student begins the capsule. Visual aids must be made for activities two, three, eight, nine and ten. The directions for making these aids are included with the activities in the activity section. You may also want to set up a special working area in your classroom. This place could also contain other materials needed such as scissors, pencils, red markers, glue, etc.

3. Give the pre-test.

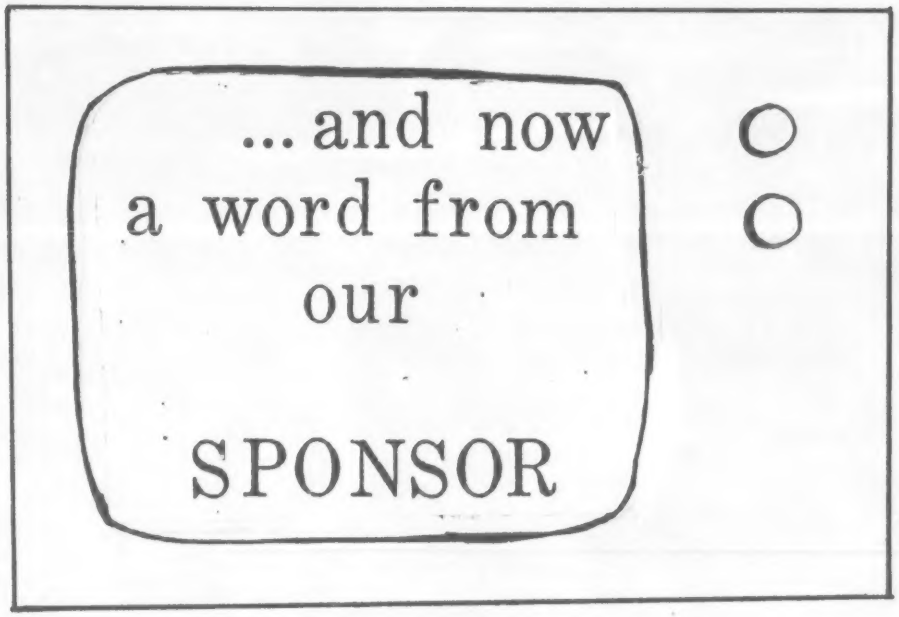
4. Read the introduction to the student(s) or let the student read it along with you. (The introduction and the teaching tool are included in a seperate booklet that accompanies the capsule.)

5. The teaching tool of the capsule is called Coinmates. Read this to or with the student. If necessary, provide any additional instruction. This tool shows counting money in two ways. However, you know the best way your student learns, and you may need to show examples as you go along, or at the end to meet his/her needs. (A piece of cellophane may be placed over the last page of the teaching tool to allow the student to write on the page and the teacher to reuse the page.)

6. The student(s) must complete at least seven of the ten activities. You may ask the student to choose the activities. Remember to have the student record activities on his/her record sheet. You will record the scores on the teachers record sheet. Activities may be repeated if necessary before giving the post-test.

7. Give the post-test.

8. The Quest activity is optional.



Section Three

By now you may be having some pretty bad feelings about business and advertising. It is true that a few companies try to mislead you about their products. Most of the companies that use advertising are not trying to cheat you. They do not like advertising that is misleading either. They want you to be satisfied with the product that you buy. They know that if you like what you buy, then maybe you will buy something else from them.

Advertising is the best way that a business has to let you know about its products. In this last section you will be learning about some of the good things that advertising does for us.

ADVERTISING PAYS FOR TV & RADIO PROGRAMS.

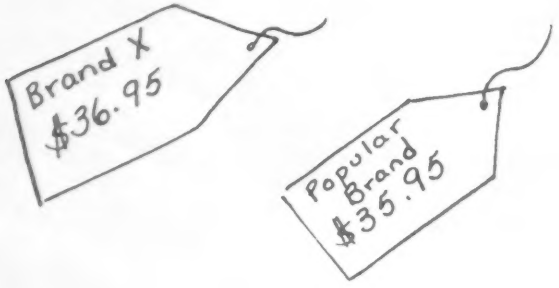
Ads pay for more than half of the cost of printing magazines and newspapers. Without ads magazines and newspapers would cost much more.

GOOD POINT

and

ADVERTISING CAN MAKE PRICES LOWER.

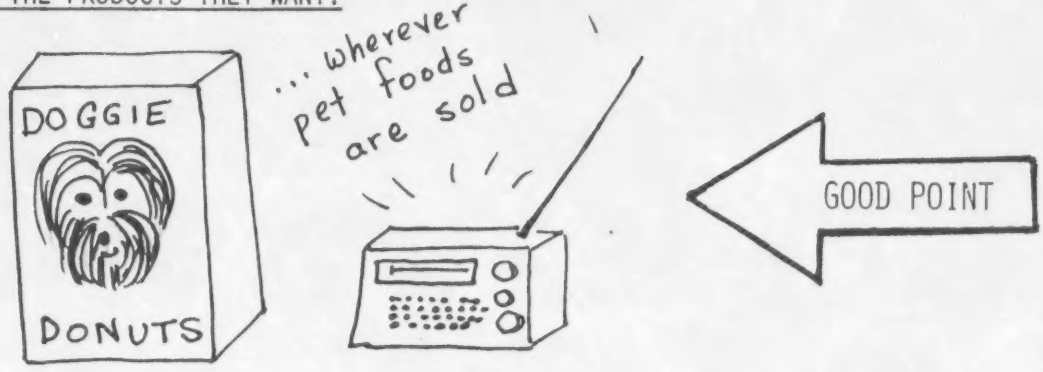
The more products that a business sells, the less it must charge for its products.



GOOD POINT

and

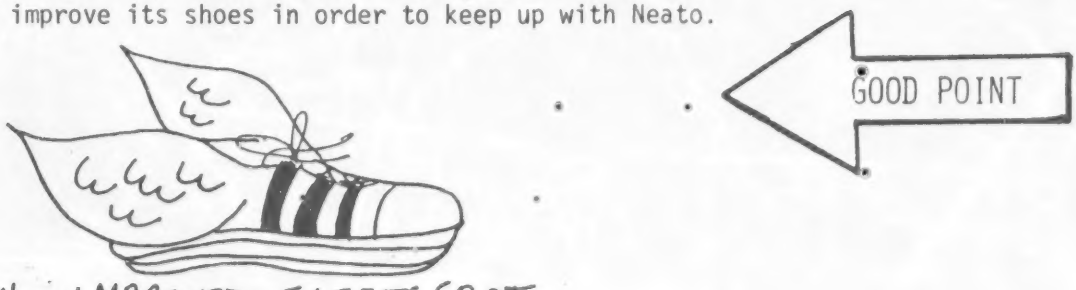
ADVERTISING SAVES BUYERS TIME BY TELLING THEM WHERE TO FIND THE PRODUCTS THEY WANT.



also

ADVERTISING CAN MAKE PRODUCTS BETTER.

If makers of Neato Tennis Shoes say that they are better than Fleet Foot Tennis Shoes, then Fleet Foot must improve its shoes in order to keep up with Neato.

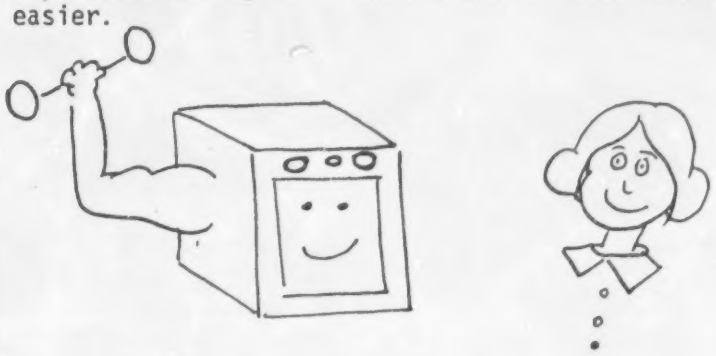


NEW IMPROVED FLEET FOOT TENNIS SHOES

and

ADVERTISING HELPS PEOPLE LIVE BETTER.

When a housewife sees an ad for a new dishwasher, she may decide to buy it. The dishwasher makes her life easier.

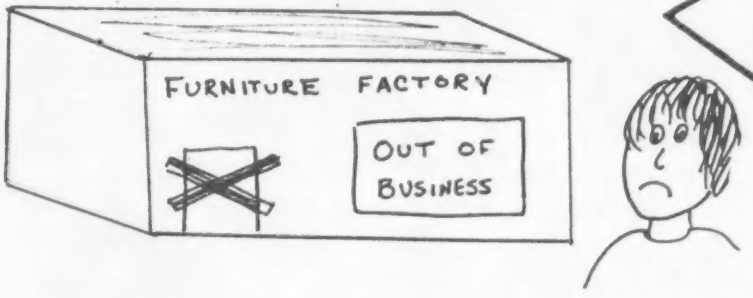


GOOD POINT

and, finally

ADVERTISING HELPS BUSINESS FIND CUSTOMERS FOR ITS PRODUCTS.

If it were not for advertising, many businesses would have to close. People would lose their jobs.



GOOD POINT

ACTIVITIES:

Choose one of these activities.

17. Write a paragraph telling about the good points of advertising. Be sure to proofread your paragraph and correct any errors that you find. When you finish, mark the date under Activity 17 on your Record Sheet. Put your paragraph in your advertising notebook.

OR

18. Make an advertisement for advertising. Remember that the purpose of an ad is to sell something. You are selling the idea that advertising is good. Use the information in Section Three of the capsule. You may make a magazine ad, a tv commercial or a radio ad. BE CREATIVE! Make your ad different from other ads you have seen. When you finish, share your ad with your class. Put the date under Activity 18 on your Record Sheet.

GET THE POST-TEST FROM YOUR TEACHER.

QUEST

Congratulations

Your teacher obviously thinks you have done a terrific job on this capsule. You may now choose to do one or more of the Quest activities. If you choose to do a Quest activity, you should complete the contract in the Plain Brown Box. Fill in all blank spaces, sign the contract and give it to your teacher.

QUEST 1

At the time that this capsule was being written (May, 1979) many parents were concerned about the influence of television ads upon small children. The Federal Trade Commission (FTC) was holding interviews all across the country to find out what should be done about this problem. The FTC wanted to know if laws should be passed which would forbid advertisers from making tv commercials that would appeal to very young children. Many parents thought that there should be laws that would protect children between the ages of 1 and 8. They said that very young children could not tell the difference between ads and programs. They were not able to understand why their parents thought that some things they saw advertised were not good for them. Advertisers did not want these laws. They felt that such laws would violate the First Amendment of our Constitution. In other words, our constitution says that everyone has the right to free speech. Advertisers thought that these laws would not let them practice free speech. Read the newspaper article on page 28 of this capsule. Check to see if this law has been passed. A radio or tv station near you could probably give you this information. Decide whether you agree with the law or not. Write a paragraph telling how you feel about this law. Do you agree with the law or not? Why do you feel as you do?

BEST COPY AVAILABLE

2 THE LEAVENWORTH TIMES, Wednesday, Jan. 24, 1979.

FTC Hearings

Case Against TV Ads

SAN FRANCISCO (AP) — Persuasive television ads are causing serious conflicts between children and their parents — conflicts that are a way of life for some families, mental health and consumer experts say.

"Where is it written that the new family structure should be parent, child and General Foods?" asked Harry Snyder, director of the West Coast office of Consumers Union, a New York-based consumer research organization.

Snyder, other consumer advocates and university researchers testified at a Federal Trade Commission hearing on staff recommendations to limit TV ads aimed at children on the grounds they are "deceptive" and "unfair." Hearings here end Jan. 26, then move to Washington.

One proposal would ban commercials aimed at children under age 8.

Psychologists contend TV ads generate peer pressure and serious conflicts between parents and children, who often take ads as gospel.

Advertisers, who spend about $500 million a year on ads aimed at children, say the FTC staff is behaving like a "national nanny."

Studies show the average American child was exposed to more than 20,000 television commercials in 1977, as a result of watching an average of three and two-thirds hours of TV a day.

Psychiatrist Michael Rothenberg of the University of Washington says parents "identify television commercials as a major source of difficulty with their children."

Low-income families cannot afford $25 toys, he said, yet their children feel justified in demanding them and suffer because they believe a particular toy brings peer acceptance.

"Parents find themselves having to resist entreaties from children ...and continually having to say 'no'," said Rothenberg.

The conflicts are frequent and often persist from week to week. "It's not a matter of a single conflict about a single cereal; it's a way of life for some parents," said Rothenberg.

He said as many as 25 million unsupervised children watch television each day while both parents work.

Dr. Robert Liebert, a psychologist at the Stonybrook campus of State University of New York, says TV ads produce skepticism and mistrust of parents and teachers who contradict the alluring messages.

QUEST 2

Were you pleased with the product you ordered when you completed Activity 6? If you were completely satisfied, you should not do this activity. But if you were not satisfied for some reason, read on.

The best way to keep from being disappointed is to read the ad carefully. If you have read carefully and are still unhappy, there are things that you can do.

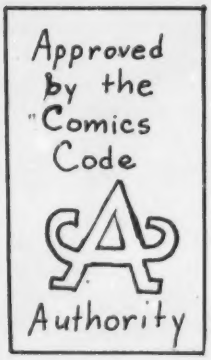
1. Write a letter to the company. Demand that they send you back your money.
2. Write a letter to the editor of the magazine or comic that carried the ad. Tell the editor why you are unhappy. Tell him/her the steps you have taken to get your money back. Let the editor know that you are unhappy that his/her magazine has such ads.
3. If you still do not get satisfaction, send a complaint to local, state or federal consumer protection agencies, the Federal Trade Commission and the U.S, Postal Service.

Show your letter to your teacher before you mail it. After two weeks, report the results to your class.

As a consumer you have the right and the responsibility to complain about misleading ads and poor products. If no one complains, the company will keep on getting money from people who see the ads.

QUEST 3

Some comics carry this sign on the cover.



Comics with this sign follow the code of the Comic Magazine Association of America. Find out about this group. Who are they? What do they do? What does the code do for consumers? Make a poster to show the things you learned. If you do not want to make a poster, write a one page report. Give your poster or report to your teacher.